

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: April 22, 2014

SUBJECT: Presentation by the North Lake Tahoe Resort Association

ACTION REQUESTED

Receive a presentation by the North Lake Tahoe Resort Association regarding the Semi-Annual Marketing Report.

BACKGROUND

In 1996 voters in Eastern Placer County approved a two percent increase in the Transient Occupancy Tax (TOT), which could fund infrastructure, transportation, visitor services and marketing improvements in the Tahoe area. Since that time, Placer County has authorized an annual agreement with the North Lake Tahoe Resort Association (NLTRA) to make recommendations to the Board of Supervisors regarding allocation of TOT revenues for funding infrastructure projects and various visitor services in the community and to implement marketing programs that benefit tourism development.

The presentation is a bi-annual report required as part of the NLTRA's contract for services with Placer County. It will include an update on Winter 2013-14 marketing initiatives, as well as a summer marketing and event preview.

FISCAL IMPACT

There is no impact on the County's General Fund. Funding for current NLTRA activities is provided through a Placer County agreement with the NLTRA in the amount of \$5,844,812.

